1/12/94

BASIC BRC COSTS

OPTION I: NEW YORK, FOLRIDA, WISCONSIN, PENNSYLVANIA, TEXAS

OPTION II: NEW YORK, FLORIDA, WISCONSIN, TEXAS

			OPTION I				OPTION II (without PA)			
PUBLICATION	PV index	CLOSING DATE	CIRC.	SPACE COST	PROD. COST	TOTAL COST	CIRC.	SPACE COST	PROD. COST	TOTAL COST
FIELD & STREAM	187	2/1	441,000	$6,458	$0	$6,458	340,000	$4,979	$0	$4,979
HOME MECHANIX	106	2/17	236,000	$3,800	$0	$3,800	180,000	$3,000	$0	$3,000
INSIDE SPORTS	120	1/28	218,565	$3,870	$3,845	$7,715	145,460	$3,870	$3,845	$7,715
OMNI	120	2/14	201,172	$3,923	$2,941	$6,864	104,379	$3,464	$2,941	$6,405
OUTDOOR LIFE	178	2/1	347,000	$5,083	$0	$5,083	250,000	$3,663	$0	$3,663
PENTHOUSE	n/a	1/30	241,945	$5,203	$2,941	$8,144	193,471	$4,160	$2,941	$7,101
PLAYBOY	143	2/4	817,196	$12,396	$0	$12,396	657,934	$9,810	$0	$9,810
POPULAR MECHANICS	111	2/8	388,283	$14,954	$0	$14,954	310,560	$14,716	$0	$14,716
SPORT	118	1/24	167,170	$4,295	$0	$4,295	102,319	$3,650	$0	$3,650
SPORTS AFIELD	178	2/1	166,250	$1,500	$0	$1,500	148,750	$1,175	$0	$1,175
SPORTS ILLUSTRATED	97	1/31	677,500	$21,228	$12,195	$33,423	507,500	$18,610	$9,135	$27,745
										$0
TOTAL			3,902,081	$82,710	$21,922	$69,709	2,284,123	$51,312	$9,727	$61,039

3220 [illegible]

1776 [illegible]

questionable depends on selective marketing test

ASK 1/29

Concepts 1/18

[illegible] 10%

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Source: https://www.industrydocuments.ucsf.edu/docs/hlfn0004

BASIC REGIONAL BRC

PUBLICATION	% MALE	% FEMALE
FIELD & STREAM	79%	21%
HOME MECHANIX	76%	24%
INSIDE SPORTS	87%	13%
OMNI	70%	30%
OUTDOOR LIFE	81%	19%
PENTHOUSE	90%	10%
PLAYBOY	86%	14%
POPULAR MECHANICS	88%	12%
SPORT	83%	17%
SPORTS AFIELD	88%	12%
SPORTS ILLUSTRATED	80%	20%
TOTAL	**83%**	**17%**

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Source: https://www.industrydocuments.ucsf.edu/docs/hlfn0004